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U. S. Department of Agriculture

SHARING OUR MILK

Broadcast by Marvin M. Sandstrom, Chief, Marketing Reports Division, Food Distribution Administration, and Ruth Van Deman, in the Department of Agriculture portion of the National Farm and Home hour Friday, September 10, 1943, over stations associated with the Blue Network.

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VAN DEMAN: This is Ruth Van Deman. As we promised yesterday, we have more information for you today on the new milk order. And here's Marvin M. Sandstrom, Chief of the Marketing Reports Division of FDA...to tell us what it's going to mean to all of us, whether we're milk producers, handlers, or just milk drinkers. Sandy, I hope you're prepared for plenty of questions!

SANDSTROM: Let's have the questions, Ruth...I'll do my very best.

VAN DEMAN: First of all, Sandy, I wish you'd tell why was it necessary to issue this milk order. I covered that only briefly yesterday -- much too briefly.

SANDSTROM: Well Ruth, as you know, milk production has been going up steadily in recent years...but...the demand has more than kept pace with the supply. Increases in population in war industry centers, plus the extra purchasing power of many workers...have raised milk consumption more than 20 percent just since 1941. We've been using fluid milk and cream this year at the rate of more than 20 billion quarts annually, compared with a little more than 18 billion quarts in 1942.

VAN DEMAN: That's a tremendous number of bottles of milk...I won't even try to think how many glasses of milk! Anyhow it's plain we're using milk at a greater rate than we did last year. And I realize that the more milk we drink, the less there is for butter, cheese, evaporated milk and milk powder.

SANDSTROM: That's right...and that's just why we have to keep the sale of fluid milk from going up; if we're going to meet all the wartime needs for manufacturing dairy products.

VAN DEMAN: Sandy, that makes the reasons, for the order clear. Now tell us about the order itself...could you explain the "system of dealer quotas"?

SANDSTROM: This program is one of conserving milk as well as controlling milk supplies. Milk sales areas will be established all over the country, and distributors of milk will be assigned quotas. These quotas will represent the maximum sales or deliveries of milk, cream and milk products which they may make. The Quotas will be established by the Director of Food Distribution for the War Food Administration.

VAN DEMAN: That sounds like quite a job...establishing quotas for dealers. Each part of the country has its own problems. There's a difference in the amount of milk people use normally in various areas, due to their food habits, the family budget, and all that. For example, we know that the folks in Minnesota drink a good deal more milk than the people in Alabama...

(more)

SANDSTROM: Well, the milk order provides for such differences. The Director of Food Distribution can name a market agent for each area. This market agent will work with an industry advisory committee, with people familiar with the problems of that particular area. It's expected that in most instances, dealers' quotas will be set at just about the same quantity of fluid milk that the dealers have sold in recent months.

VAN DEMAN: The idea is to keep the sale of milk from going up...not to cut it down.

SANDSTROM: On the other hand, it may be that some of the milk by-products... cream, buttermilk, cottage cheese and flavored milk drinks...may be reduced a little below the present levels.. This is so that in some areas of shortage, more fluid milk will be made available.. For example it takes 4 or 5 quarts of milk to make one quart of cream. In other areas, production and delivery of some of these products will be cut down so that more milk will go into the making of butter, cheese and so forth.

VAN DEMAN: In recent weeks, Sandy, people in some of the large cities, especially where there are war industries, haven't been able to buy enough milk.

SANDSTROM: I know that. Those areas, where there's been a big increase in population, are the ones which began to suffer milk shortages first, and those are the places where the milk order will go into effect first. We hope to have it operating in the northeast, some mid-western cities and all along the West Coast, by the end of this month.

VAN DEMAN: Sandy, in giving the brief news of this milk order yesterday, I pointed out that officials regard the dealer quotas as a possible means of avoiding milk rationing. Do you have anything to add on that point?

SANDSTROM: No, I think not. If this new milk program doesn't work, rationing might be necessary in some areas.

VAN DEMAN: I don't like to be gloomy about it, but it seems to me that milk rationing would be very difficult to handle.

SANDSTROM: I'm really sorry to have to agree with you about that, Ruth. There are so many things involved, but two major difficulties are that milk is very bulky and very perishable. Transportation of all fresh food is a problem anyway, particularly under wartime conditions, but milk simply can't be carried any distance at all without good refrigeration. Consumers, therefore, are so dependent on relatively local sources of supply. If milk were rationed, so that everybody in the country were entitled to the same amount, it would mean that milk would have to be much more evenly distributed than it ever has been before. And such distribution on a national scale would be a terrific problem.

VAN DEMAN: And another thing...a good many people keep their own cows and have the milk supply right at home. They wouldn't need ration stamps to buy milk.

SANDSTROM: That's true, and taking all these factors into consideration, the problems of milk rationing would be very great. That's why the War Food Administration wants to avoid milk rationing if at all possible. You know, Ruth, consumers themselves can do a great deal to make the milk order work. They can refrain from buying and drinking more milk than they need, just because

they fear a shortage...such buying naturally will create a shortage. But consumers should take the best possible care of all the milk they buy, and get full value out of every quart.

VAN DEMAN: That reminds me of a fact which people sometimes forget. Many cooked foods add a good deal of milk to the diet, and this should be counted just the same as the milk we drink as a beverage. Let me ask you one more question, though...isn't it true that under the order there may be special consideration given to invalids, children, and such classes of consumers?

SANDSTROM: If there isn't enough milk to meet all needs, Ruth, you may be sure that priorities will be given to hospitals, pregnant and nursing mothers, and young children. The milk order protects consumers even further too, by requiring each dealer to make equal division of his sales, and to avoid discrimination.

VAN DEMAN: I'm so glad to hear that the order protects the needs the next generation and all of us who may happen to be ill...those are most important of all. It certainly sounds as though all of us, consumers, retailers, distributors and producers, must work together to make the milk order a success.

SANDSTROM: I can tell you this...if we do work together, it will be a success!

VAN DEMAN: Farm and Home friends, that's the story of the new milk distribution order. We've heard it from Marvin M. Sandstrom, Chief of the Marketing Reports Division of Food Distribution Administration.

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SELLING TURKEYS

Broadcast by Ruth Van Deman in USDA Portion of National Farm and Home Hour, Friday, September 10, 1943, over stations associated with the Blue Network.

Now a few words about turkeys.

The War Food Administration has received a number of letters from farmers who produce anywhere from 15 to 150 turkeys. These letters read about like this -- "I have thirty turkeys. Some of them are ready for market. I'd like to sell a few of them during the next few weeks and probably the rest just before Thanksgiving. Can I do this?"

Here is the answer --Turkeys ready for market at the present time and for the duration of the turkey embargo can be sold only to the Armed Forces. This means that producers who have a few birds ready for market could pool the birds so as to make a shipment of worthwhile size and send them to nearby plants which are processing turkeys for the Quartermaster Corps. If any turkey producer wants the name of the processing plant nearest his farm, or the names and locations of Army Market Centers, he should write to the Food Distribution Administration, Washington 25, D. C.

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